

Message Text

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ACTION EA-10

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SUBJECT: REVISED FY'76 TRADE CENTER EVENTS SCHEDULED

REF: 1) POTHUISJE/LLOYD TELCON, 6/25/75; 2) TAIPEI 3828, 6/27/75;
3) TAIPEI 2837, 5/21/75

1. MARKET RESEARCH FINDINGS REVEALED THAT SCHEDULED 12/75
"AUTOMOTIVE SERVICES EQUIPMENT" EXHIBITION AND 2/76 "INDUSTRIAL
& COMMERCIAL SECURITY & SAFETY EQUIPMENT" EXHIBITION WERE NOT
VIABLE THEMES. IN VIEW OF TC RECOMMENDED CANCELLATION OF THESE
TWO EVENTS, TC PROPOSES FOLLOWING REVISED PROGRAM FOR 5-QUARTER
PERIOD, JULY 1, 1975 TO SEPTEMBER 30, 1975:

T.C. EXHIBITIONS

AUG. 18-22, 1975 COMPUTERS & RELATED EQUIPMENT
OCT. 20-24, 1975 HOTEL & RESTAURANT EQUIPMENT
DEC. 9-11, 1975 AUTOMOTIVE SERVICES EQUIPMENT
(MULTIFIRM BETWEEN-SHOW-PROMOTION)
FEB. 16-20, 1976 PROCESS CONTROL INSTRUMENTATION
APR. 19-23, 1976 BUILDING & CONSTRUCTION MACHINERY & SUPPLIES
JUN. 21-25, 1976 ELECTRONIC COMPONENTS & ELECTRONIC
COMPONENTS PRODUCTION & TEST EQUIPMENT
AUG. 16-20, 1976 INDUSTRIAL AND SCIENTIFIC INSTRUMENTATION

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JEEPS

SEPT. 8-11, 1975 PACKAGING EQUIPMENT

JAN. 19-22, 1976 WOODWORKING EQUIPMENT

JUL. 12-15, 1986 POLLUTION CONTROL EQUIPMENT

CATALOG SHOWS

SEPT. 13-16, 1976 EDUCATIONAL TRAINING AIDS

TECHNICAL SEMINARS

NOV. 10-12, 1975 PROCESS CONTROL INSTRUMENTATION (WE PROPOSE
STAGING THIS EVENT ONE WEEK EARLIER, NOV.

10-12, TO ALLOW TC ADDITIONAL TIME TO PREPARE

FOR INTERNATIONAL PRODUCTIVITY SYMPOSIUM,

NOV. 24-29, 1975)

MAR. 15-17, 1976 HEALTH CARE EQUIPMENT

MAY 17-19, 1976 INDUSTRIAL & COMMERCIAL SECURITY & SAFETY
EQUIPMENT

TRADE MISSIONS

JUN. 1976 COMMERCIAL FISHING EQUIPMENT

SEP. 1976 COMMUNICATIONS EQUIPMENT

SPECIAL FEATURES

NOV. 24-29, 1975 INTERNATIONAL PRODUCTIVITY SYMPOSIUM

2. LISTED BELOW ARE PREVIOUSLY CONFIRMED TC FY'76 EVENTS:

EXHIBITIONS

.COMPUTERS & RELATED EQUIPMENT

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.HOTEL & RESTAURANT EQUIPMENT

.BUILDING & CONSTRUCTION MACHINERY & SUPPLIES

.ELECTRONIC COMPONENTS & ELECTRONIC COMPONENT PRODUCTION
& TEST EQUIPMENT

JEEPS

.PACKAGING EQUIPMENT
.WOODWORKING EQUIPMENT

TECHNICAL SEMINARS

.PROCESS CONTROL
.HEALTH CARE EQUIPMENT

TRADE MISSIONS

.COMMERCIAL FISHING EQUIPMENT

SPECIAL FEATURES

.INTERNATIONAL PRODUCTIVITY SEMINAR -- TC IN COOPERATION WITH
ROC'S NATIONAL SCIENCE COUNCIL AND PURDUE UNIVERSITY

3. FOLLOWING ARE TC PROPOSALS FOR REVISED FY'76 TC PROGRAM:

EXHIBITIONS

DEC. 9-11, 1975 -- "AUTOMOTIVE SERVICES EQUIPMENT", A MULTIFIRM
BETWEEN-SHOW-PROMOTION TO BE PROCURED BY TC.

FEB. 16-20, 1976 -- "PROCESS CONTROL INSTRUMENTATION". TC
PROPOSES THIS THEME ON BASIS OF GLOBAL MARKET
RESEARCH STUDY COMPLETED BY MOBIUS 3/74.

AUG. 16-20, 1976 -- "INDUSTRIAL & SCIENTIFIC INSTRUMENTATION-
TC PROPOSES THIS THEME ON BASIS OF GROWING
NEED FOR PRECISION INSTRUMENTATION IN INDUS-

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TRIAL RESEARCH AND DEVELOPMENT, SCIENTIFIC
RESEARCH, AND QUALITY CONTROL. MOBIUS' GLOBAL
MARKET RESEARCH STUDY SUFFICIENTLY COVERS
SCIENTIFIC INSTRUMENTATION, BUT CONTRACT
RESEARCH WILL BE REQUIRED TO EXAMINE MARKETS
FOR INDUSTRIAL INSTRUMENTATION. TC WILL
SUBMIT PTR ON THIS THEME BY 9/30/75.

JEEPS

JUL. 12-15, 1976 -- "POLLUTION CONTROL EQUIPMENT" -- TC PROPOSES
THIS EVENT ON BASES OF SUCCESS OF 1/75 CATALOG
SHOW AND FINDINGS IN PEAT, MARWICK, MITCHELL &

CO.'S GLOBAL MARKET RESEARCH STUDY COMPLETED
10/74.

CATALOG SHOWS

SEP. 13-16, 1976 "EDUCATIONAL TRAINING AIDS".--TC RECOMMENDS
THIS EVENT AS A TEST OF ROC MARKET FOR THIS
EQUIPMENT. A MARKET RESEARCH DESK STUDY WILL
BE REQUIRED.

TECHNICAL SEMINARS

MAY 17-19, 1976 "INDUSTRIAL & COMMERCIAL SECURITY AND SAFETY
EQUIPMENT." -- MARKET RESEARCH COMPLETED BY
MANAGEMENT CONSULTANTS CORP. SUGGESTED THAT IN
VIEW OF MARKET SIZE AND APPARENT LOCAL INDIFFERENCE
TOWARD SUBJECT EQUIPMENT, THEME COULD BEST BE
PROMOTED BY TECHNICAL SEMINAR.

TRADE MISSIONS

SEP. 1975 "COMMUNICATIONS EQUIPMENT" -- A GLOBAL MARKET RESEARCH
STUDY ON THIS THEME WILL BE COMPLETED BY PEAT,
MARWICK, MITCHELL & CO. 9:3:75.

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4. TC REQUESTS COMMERCE'S SUGGESTIONS AND CONCURRENCE WITH
ABOVE PROPOSED FY'76 PROGRAM.
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NNN

*** Current Handling Restrictions *** n/a

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